



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Tuscaloosa, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Midland Crowd	15.4%	Population		173,394	180,254
College Towns	9.9%	Households		70,084	73,708
Southern Satellites	6.2%	Families		44,246	45,542
Midlife Junction	4.8%	Median Age		33.9	35.1
Metro City Edge	4.7%	Median Household Income		\$39,076	\$42,873

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	68	\$1,873.30	\$131,288,126
Men's	70	\$347.00	\$24,319,359
Women's	66	\$635.19	\$44,516,835
Children's	72	\$317.03	\$22,218,500
Footwear	61	\$309.90	\$21,718,883
Watches & Jewelry	72	\$142.99	\$10,021,416
Apparel Products and Services ¹	82	\$121.19	\$8,493,133
Computer			
Computers and Hardware for Home Use	76	\$166.82	\$11,691,501
Software and Accessories for Home Use	76	\$22.62	\$1,585,340
Entertainment & Recreation	74	\$2,545.37	\$178,389,658
Fees and Admissions	71	\$433.27	\$30,365,403
Membership Fees for Clubs ²	71	\$113.10	\$7,926,157
Fees for Participant Sports, excl. Trips	71	\$80.96	\$5,674,038
Admission to Movie/Theatre/Opera/Ballet	73	\$109.34	\$7,663,228
Admission to Sporting Events, excl. Trips	75	\$43.19	\$3,026,639
Fees for Recreational Lessons	66	\$86.69	\$6,075,341
TV/Video/Sound Equipment	77	\$893.06	\$62,589,325
Community Antenna or Cable Television	77	\$515.13	\$36,102,721
Color Televisions	75	\$102.94	\$7,214,737
VCRs, Video Cameras, and DVD Players	76	\$29.34	\$2,056,288
Video Cassettes and DVDs	80	\$48.54	\$3,401,617
Video Game Hardware and Software	80	\$26.38	\$1,848,955
Satellite Dishes	72	\$1.11	\$77,495
Rental of Video Cassettes and DVDs	81	\$48.21	\$3,378,471
Sound Equipment ³	74	\$116.87	\$8,190,921
Rental and Repair of TV/Sound Equipment	79	\$4.54	\$318,120
Pets	75	\$331.28	\$23,217,274
Toys and Games	76	\$138.73	\$9,722,645
Recreational Vehicles and Fees ⁴	74	\$337.10	\$23,625,373
Sports/Recreation/Exercise Equipment ⁵	67	\$153.89	\$10,785,052
Photo Equipment and Supplies ⁶	75	\$102.77	\$7,202,264
Reading ⁷	73	\$155.28	\$10,882,322
Food	76	\$6,403.78	\$448,802,204
Food at Home	76	\$3,818.48	\$267,614,302
Bakery and Cereal Products	76	\$546.55	\$38,304,185
Meat, Poultry, Fish, and Eggs	76	\$1,000.35	\$70,108,754
Dairy Products	75	\$414.57	\$29,054,646
Fruit and Vegetables	74	\$651.43	\$45,655,035
Snacks and Other Food at Home ⁸	77	\$1,205.58	\$84,491,682
Food Away from Home	76	\$2,585.30	\$181,187,902
Alcoholic Beverages	77	\$472.90	\$33,142,586
Nonalcoholic Beverages at Home	77	\$335.62	\$23,521,872



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	68	\$1,007.33	\$70,597,995
Vehicle Loans	79	\$4,865.37	\$340,984,612
Health			
Nonprescription Drugs	79	\$95.90	\$6,721,227
Prescription Drugs	79	\$458.70	\$32,147,817
Eyeglasses and Contact Lenses	75	\$62.01	\$4,345,944
Home			
Mortgage Payment and Basics ⁹	68	\$5,943.64	\$416,554,044
Maintenance and Remodeling Services	66	\$1,307.81	\$91,656,750
Maintenance and Remodeling Materials ¹⁰	70	\$262.09	\$18,368,048
Utilities, Fuel, and Public Services	77	\$3,391.79	\$237,710,270
Household Furnishings and Equipment			
Household Textiles ¹¹	73	\$101.37	\$7,104,399
Furniture	72	\$464.84	\$32,577,737
Floor Coverings	66	\$59.71	\$4,184,554
Major Appliances ¹²	73	\$214.67	\$15,044,613
Housewares ¹³	71	\$74.27	\$5,205,305
Small Appliances	74	\$27.44	\$1,923,168
Luggage	72	\$7.43	\$520,854
Telephones and Accessories	64	\$30.53	\$2,139,797
Household Operations			
Child Care	72	\$302.33	\$21,188,547
Lawn and Garden ¹⁴	74	\$329.21	\$23,072,393
Moving/Storage/Freight Express	76	\$40.39	\$2,830,688
Housekeeping Supplies ¹⁵	76	\$585.93	\$41,064,041
Insurance			
Owners and Renters Insurance	75	\$359.78	\$25,215,134
Vehicle Insurance	76	\$1,114.26	\$78,091,898
Life/Other Insurance	74	\$472.32	\$33,101,941
Health Insurance	76	\$1,494.68	\$104,753,083
Personal Care Products ¹⁶	77	\$363.34	\$25,464,326
School Books and Supplies ¹⁷	95	\$114.29	\$8,010,237
Smoking Products	83	\$399.86	\$28,023,566
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	77	\$4,449.51	\$311,839,645
Gasoline and Motor Oil	79	\$1,598.15	\$112,004,554
Vehicle Maintenance and Repairs	75	\$804.38	\$56,374,308
Travel			
Airline Fares	70	\$286.10	\$20,050,766
Lodging on Trips	71	\$288.20	\$20,198,416
Auto/Truck/Van Rental on Trips	68	\$29.82	\$2,089,785
Food and Drink on Trips	73	\$343.94	\$24,104,739

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.